

Puget Sound Partnership Targeted Awareness Grants

Webinar – March 31, 2011 and April 4, 2011



Targeted Awareness Grants Webinar Logistics 10 – 11:30 a.m.

Use of GoTo Meeting

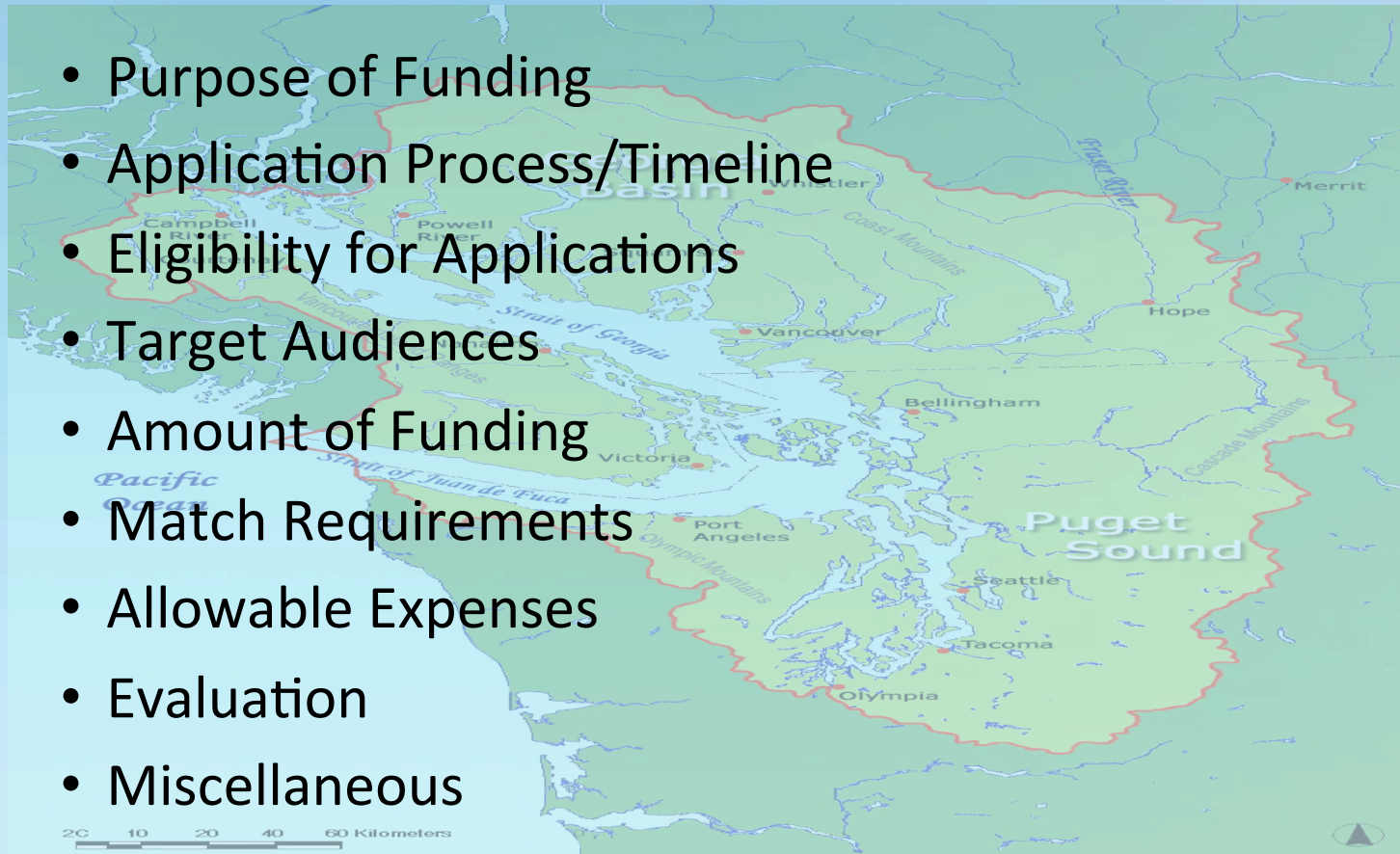
Technical Difficulties – Call 360-464-1234 for assistance




Question Periods

Overview

- Purpose of Funding
- Application Process/Timeline
- Eligibility for Applications
- Target Audiences
- Amount of Funding
- Match Requirements
- Allowable Expenses
- Evaluation
- Miscellaneous



Purpose of Funding

- Advance Puget Sound Action Agenda section E. 4.2: Awareness and Understanding
- Near Term Actions – 4, 5, 6, 8, 15
- Provide local support for local efforts
- Targeted effort – not just general public
- Linking to  [Puget Sound Starts Here.org](http://PugetSoundStartsHere.org)

Application Process & Timeline

- Solicitation announced March 7, 2011
- Collaboration and dialogue within local ECO Networks
- Letters of Intent – Due April 29, 2011
- No more than two per ECO Network
- Must be submitted through local ECO Network Coordinator
- Review by committee – May 2-6, 2011
- Notice to applicants – whether to submit full proposal or not – week of May 9th
- Full proposals due to PSP approximately 4 weeks after notification
- Grants to be awarded/Project start date no later than July 1, 2011



Review Criteria

1. Application comes from one of the 12 established local ECO Network Coordinators. (yes/no)
2. Application demonstrates approval by the local ECO Network. (yes/no)
3. Application focuses on one of the targeted audiences. (yes/no)
4. Application demonstrates a connection to the *Puget Sound Starts Here* brand. (scale 1-5)
5. Applicant identifies a Primary message strategy. (scale 1-5)
6. Applicant identifies a Secondary message strategy. (scale 1-5)
7. Local ECO Network Coordinator certifies collaborative and effective partnerships will be used in this project. (yes/no)
8. Applicant includes strategy for audience research and fact-finding. (scale 1-5)
9. Overall approach to the project. (scale 1-5)
10. Applicant demonstrates the ability to meet the match requirement. (yes/no)
11. Applicant's budget includes only eligible costs. (yes/no)

Eligibility for Fiscal Sponsorship

- Member organization of the local ECO Network
- Not-for-profit organization (identified as a 501 (c) (3) organization with the IRS) -or-
- Government entity – state agency, local government agency, federally recognized Indian Tribe within Puget Sound, special purpose district -or-
- Public or private institution of higher education
- Must be submitted through the local ECO Network Coordinator



Target Audience: Rural Residential



Target Audience: Potential Participants in Shoreline Master Program Updates



questions
anyone?



Amount of Funding

Total available: \$200,000

Amount of awards: \$10,000 - \$40,000 (does not include match)

Number of Projects: 5 – 15 projects funded

Duration of Project: 6 months to 2 years

Funding is for entire project, not per year.

Match Requirements

Proposed projects must demonstrate a match, dollar for dollar, to the project.

Eligible match can include cash, volunteer or donated time, donated services or products, equipment, salaries & benefits, indirect/agency overhead costs, and other verifiable costs associated with the project.

SMP Update grants from Department of Ecology **can not** be used as match for these grants.

Allowable Expenses

- Salaries and benefits for project staff
- Advertising
- Workshops and trainers
- Special events
- Printing and distributing materials
- Social media development and promotion
- Equipment rental
- Supplies
- Administrative costs directly allocated to the project*





What do we mean by “Administrative costs directly allocated to the project”?

Examples of this might include...

- Rent (you have a formula that is allocated per FTE)
- Dedicated support staff (must name in the full application and how much time is allocated to the project)
- Technology support (you have a formula that is allocated per FTE)


General administrative/indirect costs will not be allowed.



Evaluation

- 7 – 15% of your total budget (including match)
- Think about evaluation as you begin describing your goals, audience, and project activities
- Do they ‘add up’? Is it logical to achieve your goal if you target a certain audience with primary and secondary messages using certain activities and strategies?
- We don’t ask for evaluation strategies unless you are asked to submit a full proposal, but you should be thinking about it ahead of time – it is not an after-thought or add-on activity.

Evaluation

Activity:	Outcome:	Impact Assumption:	 DESIRED RESULT:
Implementation Monitoring	Effectiveness Monitoring	Validation Monitoring	MONITORING
			MEASURES
			EVALUATION
			EVALUATION TIMEFRAME

Evaluation

PROBLEMS



**Practices/
Behaviors**



OUTCOMES



Infrastructure



Awareness

Miscellaneous



More Information to Follow

- Questions and answers from both Webinars and from those submitted in writing/by phone
- You will be notified whether you have been selected or not for submission of a full proposal the week of May 9th.
- Contact Debbie Ruggles at PSP
 - 360-464-1224
 - debbie.ruggles@psp.wa.gov

